

**AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions and listings of claims in the application:

**LISTING OF CLAIMS:**

- 1-14. (canceled).
15. (currently amended): A method of enabling a site server and a customer to share at least one of a contents encryption and a contents decryption key, the method comprising:  
the site server receiving personal information of the customer, wherein said received personal information is sent by the customer using a customer computer;  
generating a unique encryption key corresponding to the received personal information of the customer; and  
transmitting the generated encryption key and a computer-dedicated player, which plays deciphered downloaded content, to the customer computer;  
storing the personal information of the customer and the encryption key; and  
generating a customer database using the stored personal information and encryption key,  
wherein the downloaded content is deciphered based on the generated encryption key.
16. (previously presented): The method of claim 15, wherein the personal information of the customer is generated based on a resident registration number of the customer.

Claim 17 (canceled).

18. (currently amended): A method of enabling a site server and a customer to share at least one of a contents encryption and a contents decryption key, the method comprising:

the customer transmitting personal information of the customer; and  
receiving a computer-dedicated player, which plays deciphered downloaded content, and a unique specific encryption key corresponding to the personal information of the customer;  
storing the personal information of the customer and the contents encryption key; and  
generating a customer database using the stored personal information and the contents  
encryption key.

wherein downloaded content is deciphered based on the unique specific encryption key.

19. (previously presented): The method of claim 18, wherein the personal information of the customer is generated based on a resident registration number of the customer.

20. (previously presented): The method of claim 18, further comprising storing the personal information of the customer and the encryption key.

21. (currently amended): A contents encryption method comprising:  
receiving personal information of a customer, wherein said received personal information is sent by the customer;  
generating a unique encryption key corresponding to the personal information of the customer;

transmitting said generated unique encryption key and a computer-dedicated player, which plays downloaded content, to the a customer computer; and encrypting contents using the encryption key, storing the personal information of the customer and the encryption key; and generating a customer database using the stored personal information and the encryption key. wherein the downloaded content is deciphered based on the unique encryption key.

22. (currently amended): A content decryption method comprising: transmitting personal information of a customer, by the customer; receiving a computer-dedicated player, which plays encrypted downloaded content, and a unique encryption key corresponding to the personal information of the customer; and decrypting the encrypted downloaded contents using the encryption key, storing the personal information of the customer and the encryption key; and generating a customer database using the stored personal information and encryption key.

23. (previously presented): The method of claim 15, wherein the personal information comprises a customer name.

24. (previously presented): The method of claim 15, wherein said received personal information is initially sent by the customer.

25. (previously presented): The method of claim 21, wherein said received personal information is initially sent by the customer.